



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963528-1	10/21/12	October 2012	10/01/12 - 10/16/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingt	National

Advertiser	Product	Estimate Number
RPOF/3PAC/PETERSON	RPOF 3PACK-P, G, G	

Flight Dates	Order #	Alt Order #
10/13/12 - 10/16/12	963528	06372561

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	10/15/12	10/16/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	2	\$550.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	MT-----	2	\$550.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	M	10/15/12	6:14 AM	WPBF News 25 Mornings	6-7AM	:30	SD25-TV-01	\$550.00	NM
2	WPBF	Tu	10/16/12	6:14 AM	WPBF News 25 Mornings	6-7AM	:30	SD25-TV-01	\$550.00	NM
2	10/15/12	10/16/12	Good Morning America	7-9AM	MT-----	:30	2	\$550.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	MT-----	2	\$550.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	M	10/15/12	7:58 AM	Good Morning America	7-9AM	:30	SD25-TV02	\$550.00	NM
2	WPBF	Tu	10/16/12	8:59 AM	Good Morning America	7-9AM	:30	SD25-TV02	\$550.00	NM
3	10/15/12	10/16/12	Dr. Oz M-F 9-10a	9-10a	MT-----	:30	2	\$450.00	NM	
Class of Time - Pre-emptible with notice										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	MT-----	2	\$450.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPBF	M	10/15/12	9:20 AM	Dr. Oz M-F 9-10a	9-10a	:30	SD25-TV02	\$450.00	NM
1	WPBF	Tu	10/16/12	9:38 AM	Dr. Oz M-F 9-10a	9-10a	:30	SD25-TV02	\$450.00	NM
4	10/15/12	10/16/12	10-11a Anderson Cooper	10-11a	MT-----	:30	2	\$225.00	NM	
Class of Time - Pre-emptible with notice										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	MT-----	2	\$225.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPBF	M	10/15/12	10:29 AM	10-11a Anderson Cooper	10-11a	:30	SD25-TV-01	\$225.00	NM
1	WPBF	Tu	10/16/12	10:23 AM	10-11a Anderson Cooper	10-11a	:30	SD25-TV02	\$225.00	NM
5	10/15/12	10/16/12	WPBF News 25 @ Noon	12pm-1230pm	MT-----	:30	1	\$350.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	MT-----	1	\$350.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Tu	10/16/12	12:20 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SD25-TV-01	\$350.00	NM
6	10/15/12	10/16/12	THE CHEW	1P-2P	MT-----	:30	2	\$550.00	NM	

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Advertiser	Product	Estimate Number	
RPOF/3PAC/PETERSON	RPOF 3PACK-P, G, G		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/15/12	10/21/12	MT-----	2		\$550.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/15/12	1:29 PM	THE CHEW	1P-2P	:30	SD25-TV02	\$550.00 NM
1	WPBF	Tu	10/16/12	1:29 PM	THE CHEW	1P-2P	:30	SD25-TV02	\$550.00 NM
7	10/15/12	10/16/12	M-F 3-4P	M-F 3-4P	MT-----	:30	2	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/15/12	10/21/12	MT-----	2		\$800.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	3:58 PM	M-F 3-4P	M-F 3-4P	:30	SD25-TV02	\$800.00 NM
2	WPBF	Tu	10/16/12	3:56 PM	M-F 3-4P	M-F 3-4P	:30	SD25-TV-01	\$800.00 NM
8	10/15/12	10/16/12	Dr. Oz	4-5p	MT-----	:30	2	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/15/12	10/21/12	MT-----	2		\$1,000.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/15/12	4:55 PM	Dr. Oz	4-5p	:30	SD25-TV-01	\$1,000.00 NM
1	WPBF	Tu	10/16/12	4:13 PM	Dr. Oz	4-5p	:30	SD25-TV02	\$1,000.00 NM
9	10/15/12	10/16/12	M-F 5pm News	5-6pm	MT-----	:30	2	\$900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/15/12	10/21/12	MT-----	2		\$900.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	5:12 PM	M-F 5pm News	5-6pm	:30	SD25-TV02	\$900.00 NM
2	WPBF	Tu	10/16/12	5:53 PM	M-F 5pm News	5-6pm	:30	SD25-TV02	\$900.00 NM
10	10/15/12	10/16/12	WPBF News 25 @ 6:00PM	6-6:30PM	MT-----	:30	1	\$1,050.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/15/12	10/21/12	MT-----	1		\$1,050.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	6:25 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SD25-TV-01	\$1,050.00 NM
11	10/15/12	10/16/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	MT-----	:30	2	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/15/12	10/21/12	MT-----	2		\$1,000.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	11:25 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	SD25-TV02	\$1,000.00 NM
2	WPBF	Tu	10/16/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	SD25-TV02	\$1,000.00 NM
12	10/15/12	10/16/12	Nightline	11:35-12:05AM	MT-----	:30	1	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/15/12	10/21/12	MT-----	1		\$700.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12		Nightline	11:35-12:05AM	:00		\$700.00 NM
Credited									
13	10/16/12	10/16/12	Tues ABC Prime A	8-9PM	-1-----	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/15/12	10/21/12	-1-----	1		\$4,500.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	7:58 PM	Tues ABC Prime A	8-9PM	:30	SD25-TV02	\$4,500.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
963528-1	10/21/12	October 2012	10/01/12 - 10/16/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
RPOF/3PAC/PETERSON	RPOF 3PACK-P, G, G	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/16/12	10/16/12	Tues ABC Prime A Class of Time - Pre-emptible with notice	8-9PM	-1-----	:30	1	\$4,500.00	NM
14	10/15/12	10/16/12	GENERAL HOSPITAL Class of Time - Fixed Non Pre-emptible	GENERAL HOSPIT	MT-----	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> MT-----	<u>Spots/Week</u> 1	<u>Rate</u> \$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	2:24 PM	GENERAL HOSPITAL	GENERAL HOSPIT	:30	SD25-TV02	\$900.00 NM
15	10/15/12	10/16/12	1230-1P Access Hollywood Class of Time - Fixed Non Pre-emptible	1230-1p	MT-----	:30	2	\$350.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> MT-----	<u>Spots/Week</u> 2	<u>Rate</u> \$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	12:55 PM	1230-1P Access Hollywood	1230-1p	:30	SD25-TV02	\$350.00 NM
2	WPBF	Tu	10/16/12		1230-1P Access Hollywood	1230-1p	:00		\$350.00 NM
Credited									
16	10/15/12	10/16/12	WPBF News 25 Mornings Class of Time - Fixed Non Pre-emptible	5:30-5:57am	MT-----	:30	1	\$320.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> MT-----	<u>Spots/Week</u> 1	<u>Rate</u> \$320.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	5:28 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	SD25-TV02	\$320.00 NM
17	10/16/12	10/16/12	Dr. Oz Class of Time - Pre-emptible with notice	4-5p	-T-----	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -T-----	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	4:41 PM	Dr. Oz	4-5p	:30	SD25-TV02	\$500.00 NM
18	10/16/12	10/16/12	4:30a-5a Class of Time - Pre-emptible with notice	430a-5a	-T-----	:30	1	\$60.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -T-----	<u>Spots/Week</u> 1	<u>Rate</u> \$60.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	4:40 AM	4:30a-5a	430a-5a	:30	SD25-TV02	\$60.00 NM
19	10/16/12	10/16/12	ACCESS HOLLYWOOD Class of Time - Immediately Pre-emptible without notice	106x-136x	-T-----	:30	1	\$20.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -T-----	<u>Spots/Week</u> 1	<u>Rate</u> \$20.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	1:31 AM	ACCESS HOLLYWOOD	106x-136x	:30	SD25-TV02	\$20.00 NM
20	10/16/12	10/16/12	1230-1P Access Hollywood Class of Time - Fixed Non Pre-emptible	1230-1p	-T-----	:30	1	\$350.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -T-----	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	12:55 PM	1230-1P Access Hollywood	1230-1p	:30	SD25-TV02	\$350.00 NM

Total Spots 28

Gross Total	\$20,450.00
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Payment Terms 30 Days

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RPOF/3PAC/PETERSON	RPOF 3PACK-P, G, G	

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<u>Agency Commission</u>	\$3,067.50
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<u>Net Amount Due</u>	\$17,382.50
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